

Message Text

UNCLASSIFIED

PAGE 01 BONN 11889 230852Z

11

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 1627

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

UNCLAS BONN 11889

FOR BIC/OIM - MR. GOOTENBERG / FOR USTS

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: IN-STORE PROMOTION

REF: TELCON MIRGEL/GOOTENBERG

MR. BLUM, THE OWNER OF THE FIRM LOOSEN IN ESSEN, THE LARGEST TEXTILE RETAILER IN THE RUHR AREA, PLANS TO HOLD A TWO-WEEK IN-STORE PROMOTION OF AMERICAN TEXTILES IN JUNE 1976. MR. BLUM, AN AMERICAN CITIZEN WHO ALSO OWNS STORES IN THE U.S., WAS CONFIDENT THAT HE COULD BUY DM 1 MILLION WORTH OF GOODS IN THE U.S. HE WOULD ALSO LIKE TO INCLUDE A TOURIST OFFICE IN HIS TWO STORES PROMOTING TRAVEL TO THE U.S., AND PRESENT AMERICAN FOOD SPECIALTIES IN HIS RESTAURANTS.

ACTION REQUESTED: PLEASE INFORM US ABOUT AMOUNT OF IN-STORE PROMOTION FUNDS AVAILABLE FOR GERMANY IN FY 76 AND ANY OTHER INCENTIVES FROM USDOC UNDER THE BICENTENNIAL PLAN FOR CONSUMER GOODS.

HILLENBRAND

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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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